

Fuel Your Love Guide & Checklist

Overview

On the Friday before Valentine's Day (Friday, February 12), we're asking each participating company to send a truck out with a delivery team and give away free oil to deserving customers. Your drivers will be instructed to document the event, taking photos and videos of happy homeowners receiving their surprise deliveries. We understand that things are a bit different this year with COVID. If you are comfortable masking up and surprising your customers with chocolates and flowers as we have done in the past, that's great! However, times have changed, and if this is not feasible for your drivers to do this year, we encourage you all to get creative in your approach. Whatever you feel is the best way for you to notify your customers of this amazing program is good with us! Please don't let tough times get in the way of this generous community event! We can make it work!

Breakdown of Cost

MEMA will be covering the cost of the truck decals, PR assistance, and most marketing efforts (see below for more details). Each participating company is responsible for providing one truck and a delivery team for the day, as well as covering the cost of the oil that will be given away.

Customer Selection

We suggest selecting 10-12 customers to receive a free top-off to their tank. (The criteria for selecting these customers are for each individual company to decide.) Once you have a list of names, we recommend calling each customer to let them know that you'll be stopping by (but don't specify why) to ensure they'll be home on the 12th. Or if you decide to tell them on the phone this year in light of the pandemic, that's okay too! Consider asking them to wave out the window so you can get a photo!

- Create customer list
- Call customers to check their availability; make sure no one is scheduled to receive oil the week prior
- Finalize list and plan delivery route

Delivery Team

Ideally, you'll have two people to help deliver the oil on the 12th: one to talk with customers, and one to fill the tank.

- Select drivers

Video & Photography

We have decided that instead of doing a single ride along video that we boost on Valentine's Day, we will focus our resources and attention more on getting each participating company recognized on TV, radio, newspapers, and social media. This will include a field trip to each company to record a 30 second video interview about your company and why this event is important to you. That video will be posted and boosted on social media leading up to the event.

- Commit to event and schedule your video interview with Jen at jgrace@maineenergymarketers.com by January 14th!

Marketing Efforts

MEMA is covering the bulk of the marketing initiatives, which include this year's Fuel Your Love video and a social media campaign that'll be going out the entire week leading up to Valentine's Day using the Maine Energy Marketers Facebook page.

Each participating company is encouraged to promote content on your own social media account(s) as well as your own marketing materials (such as newsletters or email blasts) on Valentine's Day.

PR Efforts

MEMA's PR team is working to create opportunities in the media to further promote this event. We will be helping to coordinate these efforts with each individual company between now and the 12th. If there is a specific paper or news station that you'd be interested in speaking with, we're happy to try and make that happen.